

Thursday, October 29, 2020

Chairman King and Committee Members:

Thank you all for taking the time to read this submission of comments on *Charge 4: Evaluate the Texas wine industry and the current labeling requirements associated with the use of "Texas" as an appellation. Determine if current regulations and permitting rules are adequate to support the industry's development.*

We are at a pivotal point in the Texas wine industry. We have enjoyed tremendous growth and economic impact throughout the state as well as on a national level. Our growers, producers, and other wine professionals have worked diligently to bolster and promote Texas wines. This letter serves as my support for Texas Wine Truth in Labeling, which simply requires that in order for a wine to be labeled as a Texas Appellation, 100% of the grapes used to make the wine must be grown in Texas. Legislative protections on Texas wine appellation will ensure that the infrastructure built will continue to thrive and spur even more growth for wineries, agricultural tourism, and the Texas economy.

Thank you,

Michael C. McClendon  
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